

**MANSFIELD DOWNTOWN PARTNERSHIP  
ADVERTISING AND PROMOTION COMMITTEE**

**Meeting**

**Wednesday, October 23, 2013**

**860.429.2740**

**4:00 pm**

**Minutes**

**Present:** Toni Moran, Janet Jones, Shawn Kornegay, Betsy Paterson, Barry Schreier, Kristin Schwab, and Cara Workman

**Staff:** Cynthia van Zelm and Kathleen Paterson

**1. Call to order**

Chair Toni Moran called the meeting to order at 4:04 pm.

**2. Public comment**

There was no public comment.

**3. Approval of Minutes from September 25, 2013**

Betsy Paterson moved to approve the minutes.

Shawn Kornegay seconded the motion.

The minutes were approved unanimously.

**4. Update on Storrs Center Project including communications**

Cynthia van Zelm reported that the Planning and Zoning Commission did not approve the application to add a hotel to the Storrs Center: Special Design District (SC:SDD). The Committee expressed disappointment in the decision.

Ms. van Zelm updated the Committee on the status of the proposed day care facility. She said that the Board held its Public Hearing and recommended to the Town's Director of Planning and Development that the design is consistent with the SC:SDD.

Ms. Moran said that she has heard comments about the plans from members of Mansfield Advocates for Children (MAC).

Ms. van Zelm explained that the public hearing has closed and noted that there were MAC members in attendance at the hearing. She also said that the owners of Educational Playcare have met with the Kathleen Krider, the Town's Early Childhood Services Coordinator, and will meet with MAC members.

Ms. van Zelm then reported on the progress of Price Chopper, which recently held a ceremonial ground breaking. She noted that Zlotnick Construction of Mansfield is building both the Price Chopper and the 5,000 square foot commercial building at the corner of Storrs Road and Charles Smith Way.

As a follow-up to the previous meeting, Ms. van Zelm said that she has put a call in to Bill Wendt, Director of UConn Transportation Services, to inquire about the possibility of signs at the intersection of Storrs Road and North Eagleville Road. She said that because it is UConn property, they would have the final say on additional signage.

Barry Schreier asked if it would be possible to have a billboard sign on Interstate 84. The Committee supported this idea while acknowledging it could be expensive.

**Ms. van Zelm will look into the cost of a billboard.**

## **5. Outreach opportunities**

Ms. Workman recommended that the Partnership reach out to UConn's Director of Summer Programs. She noted that the number of students on-campus in the summer months has been increasing steadily.

**Ms. Workman will set up a meeting with the Director of Summer Programs (academics), the Coordinator of Summer Programming (activities), Ms. van Zelm, Ms. K. Paterson, and herself to discuss the plans for summer.**

**Ms. Workman will ask Residential Life if it is possible to have posters in the residence halls where conference attendees will stay.**

The Committee discussed different regional publications and a lack of coverage of towns in the Mansfield area. **Committee members will bring to the next meeting a list of publications (print and online) that they feel should include coverage of Storrs Center or are possible advertising opportunities.**

## **6. Update on Storrs Center Halloween event**

Ms. K. Paterson explained the plans for Trick or Treat in Storrs Center. The event will take place Saturday, Oct. 26 from 4:00 pm to 5:00 pm. There will be music by Don Curtis and Steve Dombeck; participating shops will be marked with balloons; and there will be a Spooky Storefront competition wherein Trick-or-Treaters will vote for their favorite shop costumes and decorations. **(Update: Following the meeting, Ms. K. Paterson confirmed that 20 businesses are participating, including a couple of businesses that have yet to open.)**

## **7. Update on December event**

Ms. K. Paterson said that the event, which will be fairly simple, will be Saturday, December 14 from 1:00 to 5:00 pm. There will be carolers walking around Storrs Center, and there will be an appearance by Santa. She said that the UConn Co-op Bookstore at Storrs Center has graciously agreed to host Santa indoors. Ms. K. Paterson added that the businesses are all invited to have activities, special menus, discounts, or other promotions at their locations. She and Stephanie Livolsi will promote all of the businesses' plans with the event. She noted that the event has yet to be named.

Janet Jones suggested "Holiday Strut" as a "strut" has more energy than a "stroll."

Ms. Workman asked if there were any charitable activities planned as part of the event.

The Committee supported the idea of adding a charitable effort, such as a food drive, a toy drive, or a mittens and scarves collection.

**Ms. K. Paterson will ask the Town's Human Resources office if there is a project for which they need assistance [Done].**

Ms. Kornegay suggested asking the businesses if they would be interested in donating a portion of their sales to a non-profit organization.

Ms. K. Paterson said that some of the larger businesses have done similar fundraisers but that could be more difficult for the smaller, independent shops. **Ms. K. Paterson will ask the businesses if this is something they would like to pursue.**

Ms. K. Paterson reported that the Partnership will be coordinating the Winter Light Program again. For the Winter Lights Program, the Partnership asks downtown property owners to decorate their buildings with white lights from Thanksgiving through Winter Fun Week (in February) to help brighten the area during the darker, winter months. She said that this year, the Storrs Center tenants will also light their shop windows from within.

Ms. Schwab asked if lights could be strung between Mooyah and Geno's. **Ms. K. Paterson will look into this possibility.**

Ms. K. Paterson explained that she and Ms. van Zelm met with Kim Bova to discuss Ms. Bova's idea of having a regular art sale in Storrs Center. She said that the idea would be to have a regular event in the warmer months in which artists could set up booths in Dog Lane and sell arts and crafts, similar to events in other towns. She asked the Committee if they would be interested in taking on this event or forming a subcommittee to coordinate the event.

Following a brief discussion, the Committee agreed by general consensus to form a sub-committee to coordinate this event and to invite the Town's Arts Advisory Committee, StoDo Arts, and UConn School of Fine Arts to participate. Ms. Jones will chair the subcommittee.

## **8. Adjourn**

The meeting adjourned at 5:45 pm.

*Minutes prepared by Kathleen M. Paterson*